

## ABSTRACT

A viewing history using system that, during collection of personal information of a receiving terminal at a center, enables effective collection and use of only necessary information, and during sending of personal information to the center from the receiving terminal, enables the sending of only user-admitted personal information. The system comprises a data sending part and a receiving terminal to receive data sent from the data sending part, wherein the data sending part to send data to a receiving terminal comprises a personal information collection information creating part that creates and manages personal information collection information specifying a personal information collection range, and a data transmitting part that controls and sends the personal information collection information, and the receiving terminal includes an information collecting part that uses the personal information collection information to determine a personal information collection range in the receiving terminal and collect personal information according to the determination result.

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